

Message Text

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PAGE 01 BUCAR 01152 251501Z

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FM AMEMBASSY BUCHAREST

TO USIA WASHDC

INFO SECSTATE WASHDC 8096

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AMEMBASSY VIENNA

UNCLAS BUCHAREST 1152

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E.O. 11652: N/A

TAGS: SCUL, RO

SUBJECT: AMON CARTER WESTERN ART EXHIBITION

REF: BUCHAREST 0892 (NOTAL)

1. AMON CARTER WESTERN ART EXHIBITION COMPLETED THREE-WEEK BUCHAREST RUN AS SALA DALLES MID-TOWN GALLERY MARCH 22. ACCORDING TO GALLERY OFFICIALS, NUMBERED TICKET SALES SHOW TOTAL ATTENDANCE OF 65,781 FOR 15 DAYS. NOT INCLUDED THIS TOTAL IS ATTENDANCE ON FREE DAYS (TUESDAYS) AND SPECIAL STUDENT GROUPS. POST ESTIMATE THIS NUMBER IS AT LEAST ADDITIONAL 12,000.

2. EXHIBITION UNQUESTIONABLY ONE OF MOST POPULAR ART SHOWS WITH GENERAL PUBLIC HELD HERE IN RECENT YEARS. GALLERY OFFICIALS IN CONVERSATION WITH CURATOR TYLER AT SALA DALLES CALLED ATTENDANCE "UNEXCELLED IN OUR EXPERIENCE." 17,000 CATALOGS DISTRIBUTED DURING RUN OF SHOW. MASSIVE ATTENDANCE FORCED DECISION TO DISTRIBUTE BOOK DURING FIRST HOUR EVERY DAY WHICH RESULTED IN HALF-BLOCK-LONG LINES PRIOR EACH DAY'S OPENING. POST NOW RECEIVING EACH DAY SEVERAL REQUESTS FOR CATALOG.

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PAGE 02 BUCAR 01152 251501Z

3. CURATOR TYLER TERMS OFFICIAL COOPERATION BY COUNCIL FOR SOCIALIST CULTURE AND EDUCATION "UNBELIEVABLY GOOD AND ENCOURAGING." TYLER HAS HAD FULL SCHEDULE ARRANGED BY COUNCIL VISITING LOCAL MUSEUMS AND ARTISTS' STUDIOS IN ADDITION OT THREE PUBLIC LECTURES, TWO AT AMERICAN LIBRARY AND ONE AT BUCHAREST POPULAR UNIVERSITY. HE HAS MADE ONE FIVE-DAY TRIP TO VISIT MUSEUMS AND ARTISTS IN SINAIA, BRASOV, AND SIBIU AND HAS BEEN INTERVIEWED EXTENSIVELY ON RADIO AND TELEVISION. ONE LOCAL ART CRITIC DELIVERED PUBLIC LECTURE ON GEORGE CATLIN FOLLOWING MEETING WITH TYLER ARRANGED AT AMERICAN LIBRARY.

4. EXHIBITION WELL-REVIEWED IN ALL CULTURAL PRESS INCLUDING PROMINENT ARTICLE IN PARTY ORGAN SCINTEIA MARCH 21.

5. ROUNDING OUT SEVERAL POST ACTIVITIES IN CONNECTION WITH AMON CARTER EXHIBITION HERE, ACTIVITIES WHICH BEGAN IN MID-FEBRUARY WITH EXHIBITION OF INDIAN ART AT AMERICAN LIBRARY (AND INCLUDED TYLER LECTURES, MCLAIN FAMILY BAND, WESTERN FILMS) WILL BE FIRST ROMANIAN PRODUCTION OF "OKLAHOMA" OPENING AT BUCHAREST OPERETTA ON MARCH 29. AGENCY MUSIC ADVISOR DARYL DAYTON INVOLVED IN FACILITATIVE ASSISTANCE IN CONNECTION WITH GRANTING OF RIGHTS FOR THIS PRODUCTION. POST HAS COOPERATED WITH OPERETTA OFFICIALS REGARDING CERTAIN PRODUCTION DETAILS. CONNECTION WITH AMON CARTER COINCIDENTAL, OF COURSE, BUT, IN LIGHT OF SUCCESS OF EXHIBIT AND RELATED ACTIVITIES, WE SUGGEST VISIT TO ROMANIA BY LEVI STRAUSS REPRESENTATIVE WOULD NOT BE OUT OF ORDER AT THIS TIME.

6. EXHIBITION NOW ENROUTE TO IASI, WHERE MARCH 29 OPENING TO INCLUDE "HIGH-EXPOSURE" PARTICIPATION BY REP. ERLNBORN AND AMBASSADOR. BARNES

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